

COMMERCIAL ANALYSTS, Co., Inc.
Chrono

8 November 1965

Mr. William Knobler
Vice President
The Commercial Analysts Co., Inc.
211 East Forty-third Street
New York, N.Y., 10017

Dear Mr. Knobler:

Thank you for your recent letter addressed to the Director.

As a matter of policy he does not answer questionnaires
concerning newspapers.

Sincerely,

Assistant to the Director

O/DCI/JAM:bak(8 Nov 65)

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the commercial analysts co., inc.

211 EAST 43RD STREET • NEW YORK, N. Y. 10017 • MO 1-1313

November 3, 1965

Dear Sir:

Recently we sent you a short questionnaire regarding your readership of New York newspapers.

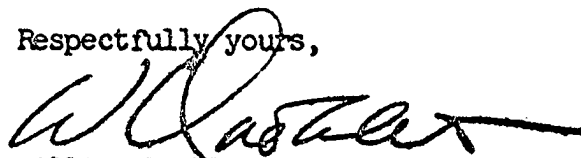
If you've already completed the questionnaire and returned it to us, we'd like to thank you for your assistance.

If not, would you, or your secretary, please take a few moments to complete the enclosed brief questionnaire and return it to us in the enclosed postage-paid envelope.

Please be assured that this survey is strictly confidential. No individual responses will be released. We will provide our client only tabular summarizations of all responses to this survey. The enclosed questionnaire need not be signed.

Thank you.

Respectfully yours,



William Knobler
Vice President

WK/bb
Enclo.

MARKETING, ECONOMIC AND MOTIVATION RESEARCH